A Bloomberg Professional Services Offering

Content & Data Solutions

Overview

Case study

Mobile manufacturer leverages supply chain data for agile decision-making.

Bloomberg

Industry

Maker of smart devices including smartphones, tablets, laptops and wearables.

Customer profile

- A leading global provider of smart mobile devices.
- Currently one of the top ten mobile device companies in Asia and expanding aggressively.

Locations

- More than 100 laboratories and 3,000 service centers across Asia.
- Operates in 100+ markets.

Business situation

The company's procurement operations and strategy departments rely largely on manual resources to gather, review, and leverage data from various vendors across their supply chain and partners. Data can be inconsistent, using different measurements or methodologies.

Bloomberg solution

Data.Bloomberg.com is Bloomberg's ready-to-use data website where clients can easily discover, access and use all of Bloomberg's high-quality, market-leading datasets that help companies gain insight on exposure to physical, ESG and geopolitical risks.

- Bloomberg's supply chain dataset provides high-quality relationship data on over 118,000 companies worldwide, enabling firms to enhance risk models or create robust models of supply chain relationships.
- Bloomberg's ESG dataset provides comprehensive insight into ESG metrics at over 11,500 companies in 83 countries. With more than 900 fields including ESG disclosure scores on materials & waste, water & energy management and more.
- Bloomberg's facilities dataset delivers data on manufacturing, distribution, R&D and sales facilities from more than 11,600 global public companies and more than 220,000 total facilities.

Solution benefits

Global supply chains are increasingly complex. Armed with a more comprehensive view into its supply chain, physical and other risks, the company has been able to automate, digitize and visualize its supply chain data, creating a more efficient workflow.

Enhanced workflow

Lockdowns, workforce shortages, political tensions, shipping container shortages and other factors have caused widespread disruption to the global supply chain in the last two years. Corporations are more aware than ever of supply chain crisis management, and are looking for new ways to control supply chains and protect core businesses.

The mobile device company's procurement team needed to not only monitor its suppliers, but use multiple data points to forecast production, demand and prices, and prepare for changes in procurement strategy.

Despite the growing complexity, monitoring the many parts of a global supply chain is still heavily dependent on manual processes. Like other large companies, this maker of mobile devices regularly sends members of its supplier management team to monitor key suppliers and factories and report back on their status. Team members also monitor critical factors such as the price of electricity in different locations, cost of raw materials, contingency plans for a lockdown, and the prices that competitors are paying for components. In addition, they monitor physical risks, such as the risk of earthquakes, flooding or other natural disasters, and political risks. Once the data is gathered, the analytics team creates reports for decision-makers.

Besides being time-consuming and labor intensive, the process can also be inconsistent because different data sources or even team members in different countries may use slightly different methodologies or units of measurement.

Integrating more data

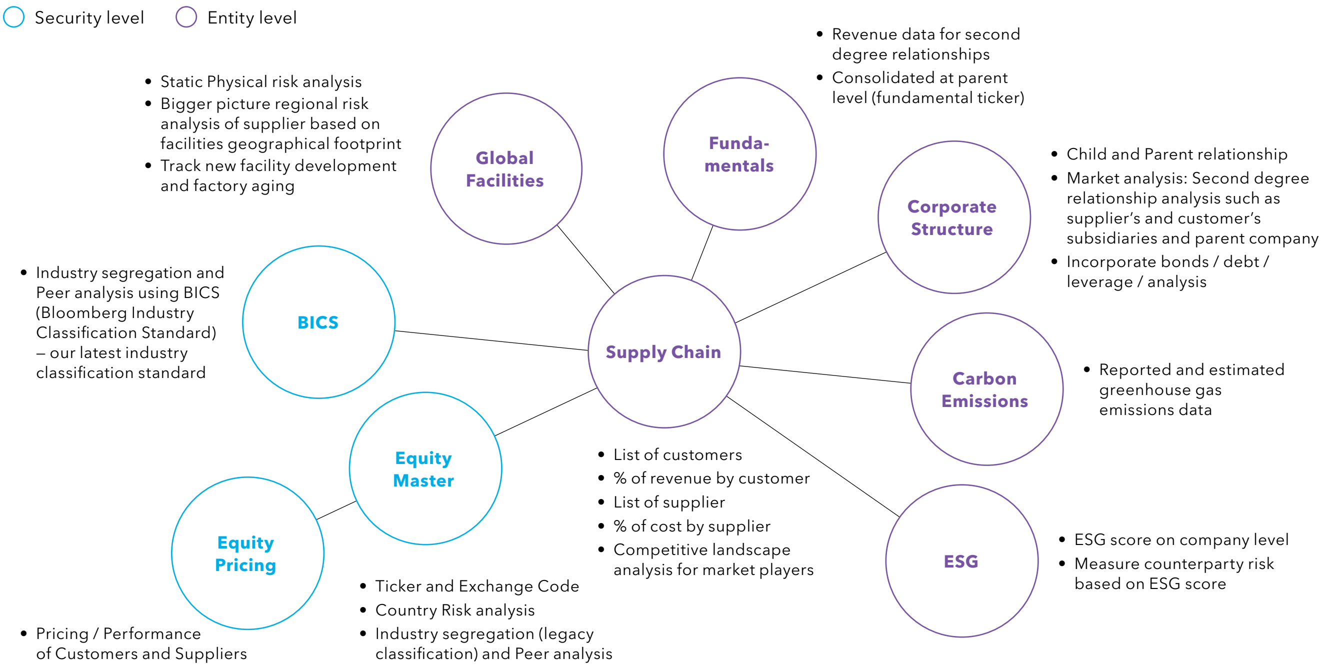
The company decided to add Data.Bloomberg.com supply chain data to its workflow to supplement first-hand information gathering and create a more robust picture of its supply chain. During integration, the company decided to integrate more datasets, including ESG, facilities, and financial datasets, to create a more complete view of the various factors affecting their supply ecosystem. The facilities data, for instance, can provide a more comprehensive view of the status of competitor facilities.

Bloomberg's consistent data format made it easier for the client to run data correlations or build data lakes using the different datasets, making complex analysis and in-depth insights possible. The company was able to diversify its supply chain risk by analyzing and tracking events at key electronic component makers and software suppliers.

The company was also able to gain a more complete view of its ESG metrics, including carbon emissions, as well as geographic risks all along its supply chain and key partner supply chains.

Supply chain ecosystem

Supply chains are increasingly complex, with many moving parts.



Data-backed decision making

Equipped with more robust data, the company can better respond to fast-moving situations. If an earthquake occurs in Japan or a COVID lockdown is instituted in China, the company can quickly discover which suppliers are affected and act accordingly. If an event or series of events may soon affect the price of raw materials, managers are well equipped to leverage that knowledge when bargaining with suppliers. Similarly, if a competitor is getting lenses or other goods at a new price, that information is valuable during negotiations.

With Bloomberg data, the company's management can use credible, consistently updated data to improve analysis and make fast data-based decisions. The data also helps the company identify new trends or risks that were difficult to spot before.

About Bloomberg

Bloomberg, the global business and financial information and news leader, gives influential decision makers a critical edge by connecting them to a dynamic network of information, people and ideas. The company's strength – delivering data, news and analytics through innovative technology, quickly and accurately – is at the core of the Bloomberg Terminal. Bloomberg's enterprise solutions build on the company's core strength: leveraging technology to allow customers to access, integrate, distribute and manage data and information across organizations more efficiently and effectively.

Bloomberg datasets

Data.Bloomberg.com is Bloomberg's ready-to-use data website where clients can easily discover, access, and use all of Bloomberg's market-leading, high quality data. This includes reference data, regulatory data, pricing data, ESG data and quantitative data, all available in a standardized format via multiple delivery channels such as SFTP, REST API and in the cloud. Data.Bloomberg.com is also the place where clients can generate custom datasets, including requesting historical data, and manage their data inventory, all through one easy-to-use web interface.

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Beijing
+86 10 6649 7500

Dubai
+971 4 364 1000

Frankfurt
+49 69 9204 1210

Hong Kong
+852 2977 6000

London
+44 20 7330 7500

Mumbai
+91 22 6120 3600

New York
+1 212 318 2000

San Francisco
+1 415 912 2960

São Paulo
+55 11 2395 9000

Singapore
+65 6212 1000

Sydney
+61 2 9777 8600

Tokyo
+81 3 4565 8900

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